Agency User Guide

Version 2.11

Created

March 2011

Document Version Number

Adway 2.11 Agency User Guide

Copyright ©2011 Adstream Pty Ltd

All rights reserved. Copyright in all content in this user guide is the property of Adstream Pty Limited. The content must not be reproduced without the prior written consent of the copyright owners.

Disclaimer

This document contains proprietary information of Adstream, and is intended solely for the intended recipient. If you are not the intended recipient you should immediately return this document to its sender or destroy it. The contents are confidential and any disclosure to persons other than the authorized employees, agents or sub-contractors of the intended recipient is prohibited. No part of this document may be directly or indirectly disclosed, displayed, reproduced, sold, transferred or otherwise made available by any means, in any form or medium, without the prior written approval of Adstream.

This document is provided by Adstream on an "as is" basis. Adstream makes no representations or warranties of any kind, express or implied, as to the accuracy of the information or content included in this document. You expressly agree that your use of this document is at your sole risk.

To the full extent permissible by applicable law, Adstream disclaims all warranties, express or implied, including, but not limited to, implied warranties of merchantability and fitness for a particular purpose. Adstream does not warrant that this document is free from technical inaccuracies or typographical errors. Adstream will not be liable for any damages of any kind arising from the use of this document, including, but not limited to direct, indirect, incidental, punitive, exemplary, and/or consequential damages.

Contents

INTRODUCTION 6

Welcome to Clearcast 6
Welcome to Adway 6
System Requirements 6
Windows PC 6
Apple Macintosh 6

GETTING STARTED 7

User request login form 7
Logging in to Adway 9
Icons used in Adway 10
Navigating your way around 11
Search 11
Filter 13
Changing your password 13
Logging out of Adway 14

HOME 15

Scripts Home page view 16
Video Home page view 17

NEW SUBMISSION 19

Adding a new script submission 19
Adding a new video submission 22
Artist data management 28
Load previously saved submission 29
Parked submissions 29
Parking a submissions 29
Viewing parked submissions 30
Deleting a parked submission 30

SUBMISSION DETAILS 31

Scripts 31
Viewing a script submission 31
Open the script 33
Videos 33
Viewing a video submission 33
Open associated script 36
Revision Alerts 36
Editing a submission's details 37
Update script 37

COMMENTS 38

Viewing comments 38
Adding a comment 38

SUBSTANTIATION 39

Adding substantiation 39

Viewing substantiation **39**

HISTORY **41**

Script **41**

Viewing the history of a script submission 41

View the details of a script file 42

Update script 42

Video **42**

Viewing the history of a video submission 42

History 43

View the history of a video submission 44

Video 44

Opening a script from the History page 44

Table of Figures

Figure 1	Login page	7
Figure 2	Request Login page	7
Figure 3	Home page	10
Figure 4	Icons	10
Figure 5	Search Bar	11
Figure 6	Search Result page	12
Figure 7	Filter drop-down list	13
Figure 8	Change Password window	14
Figure 9	Home page	15
Figure 10	Scripts Home page	16
Figure 11	Video Home page	17
Figure 12	Add New Script Submission page	19
Figure 13	Add Substantiation Comments/Upload Documents page	21
Figure 14	Add New Script Submission page > Substantiations Uploaded	21
Figure 15	Add New Video Submission page	22
Figure 16	Digital Upload window	26
Figure 17	Digital Upload window > File uploaded	26
Figure 18	Digital Upload completed	26
Figure 19	Add Substantiation Comments/Upload Documents page	27
Figure 20	Add New Video Submission page > Substantiations uploaded	27
Figure 21	Artist Management	28
Figure 22	Add New Submission page > Load Previous Link	29
Figure 23	Parked submission	30
Figure 24	Submission Details page > Script	32
Figure 25	Submission Details page > Video	34
Figure 26	Submission Details page > Comments section	38
Figure 27	Submission Details page > Substantiation section	39
Figure 28	Script Submission > History page	41
Figure 29	Video Submission > History page	43

INTRODUCTION

Welcome to Clearcast

Clearcast is responsible for the pre-transmission examination and clearance of television advertisements transmitted in the UK. All television advertisements need to be submitted to the Clearcast for approval before being transmitted.

Clearcast require a post-production script to ensure compliance with the Ofcom code. Once approval has been granted at script stage, a clocked version of the advertisement is required, together with a copy of the approved script and consignment note.

Clearcast has two principal functions: the examination of pre-production scripts and the pre-transmission clearance of finished television advertisements. With the exception of a minority of local advertisements, which may be cleared by the broadcaster concerned, all finished advertisements appearing on Clearcast members stations must be viewed and given clearance by Clearcast prior to transmission. Although the submission of pre-production scripts is not compulsory, the great majority of advertisers and agencies avail themselves of this service

Welcome to Adway

Adway is a computer system, which allows the on-line submission of pre-production scripts and videos in digital format. Clearcast's Adway allows scripts and videos to be submitted for approval as digital files using the Internet.

System Requirements

The recommended minimum system requirements are:

Windows PC

- CPU 1500Mhz or higher
- RAM 1,5Gb or higher
- Windows Media Player Version 10 or 11
- Internet Explorer 7 or 8

Apple Macintosh

- CPU 1500Mhz or higher
- RAM 1,5Gb or higher
- QuickTime 7.0
- Flip4Mac 2.3.8 or higher (to download Flip4Mac click here)

GETTING STARTED

User request login form

To enable more efficient means of adding user accounts, the *User Request Login Form* is available for Agency users that want to register in the system.

To request a user login:

1. Go to the *Login* page (see Figure 1).

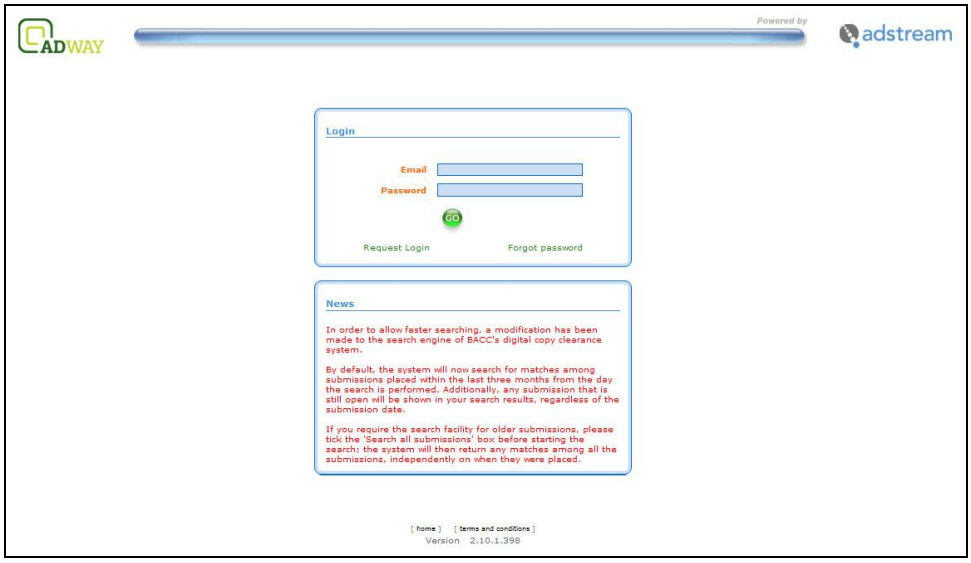

Powered by
adstream
Login
Email
Password
GO
Request Login
Forgot password
News
In order to allow faster searching, a modification has been made to the search engine of BACC's digital copy clearance system.
By default, the system will now search for matches among submissions placed within the last three months from the day the search is performed. Additionally, any submission that is still open will be shown in your search results, regardless of the submission date.
If you require the search facility for older submissions, please tick the 'Search all submissions' box before starting the search: the system will then return any matches among all the submissions, independently on when they were placed.
[home] [terms and conditions]
Version 2.10.1.398

Figure 1 Login page

2. Click the ***Request Login*** link at the bottom of the *Login* section. The *Request Login* page will appear (see Figure 2).

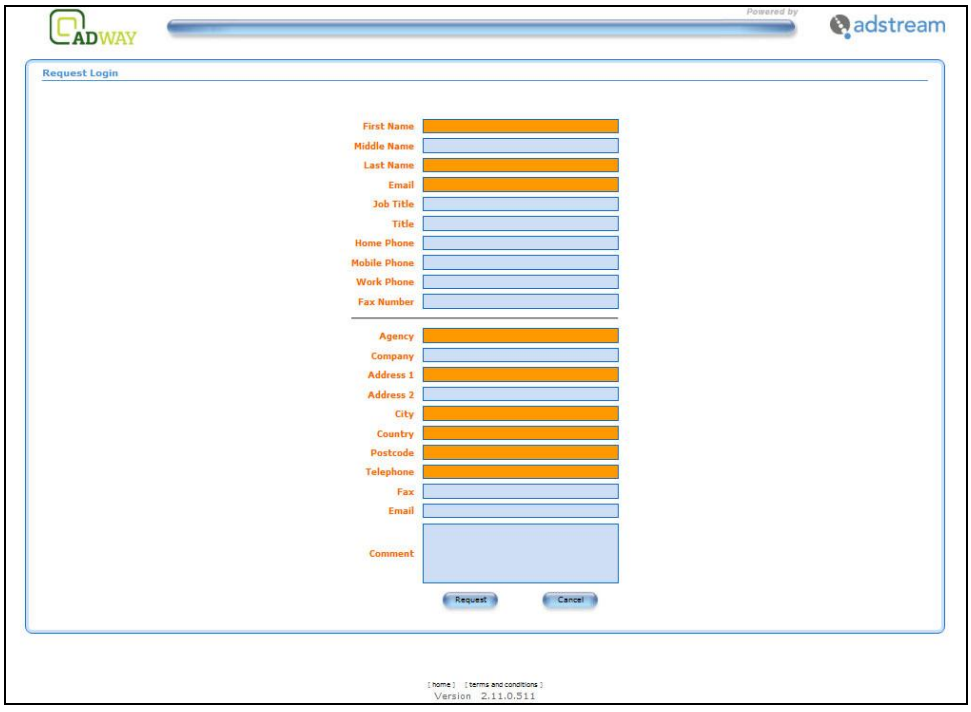


Figure 2 Request Login page

The *Request Login* page contains the following fields:

Field Name	Description
First Name	The person's Christian or main name.
Middle Name	The second or middle name of the new Agency user.
Last Name	The last name or surname of the new Agency user.
Email	The email address of the new Agency user, which they want use to log in to Adway.
Job Title	The occupation or job title of the person.
Title	The title of the person, for example, Dr, Mr or Miss.
Home Phone	The Agency user's home phone number.
Mobile Phone	The Agency user's mobile phone number.
Work Phone	The Agency user's work phone number.
Fax Number	The Agency user's fax number.
Agency	The name of an agency user belongs to.
Company	The name of the company that owns the agency.
Address 1	The address of the agency.
Address 2	The address of the agency.
City	The name of the city where the agency is located.
Country	The name of the country where the agency is located.
Postcode	The postal code for the location of the agency.
Telephone	The phone number for the agency.
Fax	The fax number for the agency.
Email	The email address for the agency.
Comment	The user's comments.
Request	Click the button to submit the *User Request Login Form*.
Cancel	Click the button to cancel your *User Request Login Form*.

3. Enter your ***First Name***.
4. Enter your ***Middle Name***.
5. Enter your ***Last Name***.
6. Enter your ***Email*** which you want use to log in to Adway.
7. Enter your ***Job Title***.
8. Enter your ***Title***.
9. Enter your ***Home Phone***, ***Work*** and ***Mobile Phone***.
10. Enter your ***Fax Number***.
11. Enter the name of ***Agency*** you work in.
12. Enter the name of the company that owns the agency.
13. Enter the ***Address*** of the agency, including ***City***, ***Country*** and ***Postcode***.
14. Enter the ***Phone Number*** and ***Fax*** of the agency.
15. Enter the ***Email Address*** of the agency.
16. Enter your ***Comments***.

Please note the required fields are marked by orange.

17. Click the ***Request*** button at the bottom of the page. The *Your request has been sent* message will appear on the *Request Login Confirmation* page.
18. The system will send you an automatic email notification confirming your request has been sent.
19. The Clearcast Admin user manages the login requests in the system. They can either approve or reject your login request.
20. If the Clearcast Admin approves your login request, you will receive email notification containing your login, password and relevant comments (if any).
21. If the Clearcast Admin rejects your login request, you will receive email notification containing relevant comments.

Logging in to Adway

To use Adway you need:

- **A user account** – The user account is a record of your details and permissions to access Adway.
- **Log in details** – Your email and password set up for you by the Adway administrator.
- **Internet Browser** – such as Internet Explorer or Safari.
- **Adway URL** (Internet site address).

To log in to Adway:

1. Enter the ***URL for Adway*** http://adway.clearcast.co.uk in your browser. The *Login* page appears (see Figure 1).

The *Login* page contains the following fields:

Field Name	Description
Email Address	Your unique email address identifies you in Adway. It is set up for you when you registered to use Adway. There is a unique email address for each user.
Password	Your unique password to access Adway. Passwords are alphanumeric and must be at least 1 character in length.
Forgot password	If you do not remember your password, click the ***Forgot Password*** link. You will be prompted to enter the email address where password should be sent. Please note: if such email is not registered in Adway, no password will be sent.
Request Login	Click to fill in online registration request form for a new Agency user account.
News	The *News* text box displays the latest news of Adway system and tips for the users.

2. Enter your ***Email*** address.
3. Enter your ***Password***.
4. Click the ***Go*** button, the *Home* page appears (see Figure 3).

If you enter an invalid email address or password, the "Invalid email or password entered" message will appear on the Login page. You will need to re-enter your login details.

You may also see the message that your password has expired. In Adway, passwords are rolled automatically after predefined period of time, for security reasons. Alternatively, the Adway Administrator might have set your password to expire. In case that your password has expired, you will be prompted to enter your old password OR one-time password sent to you automatically by the system, and then enter and confirm a new password.

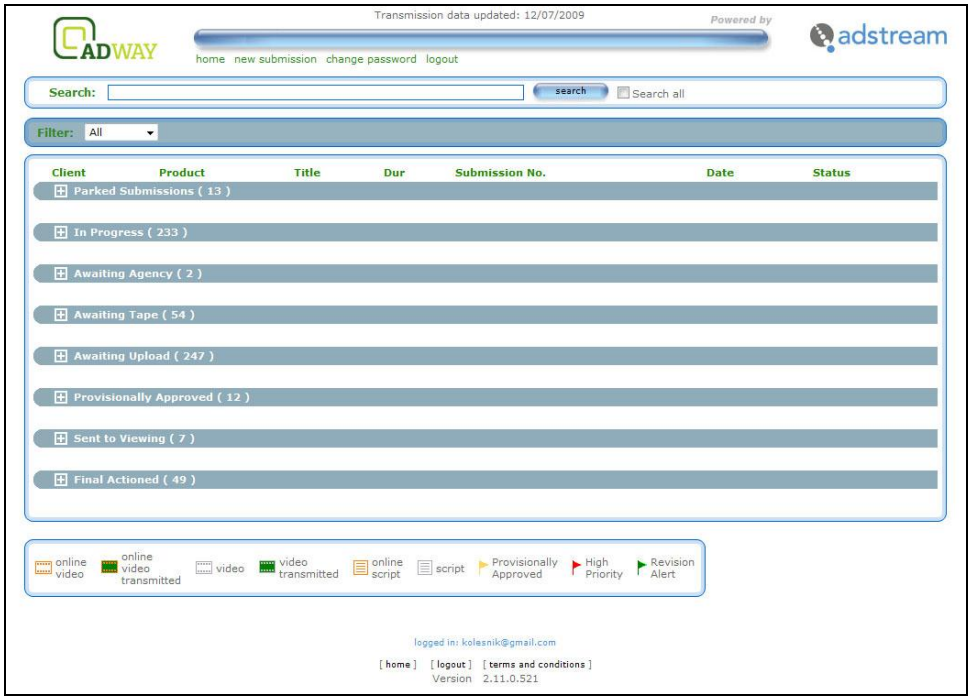


Figure 3 Home page

The above Home page is an example of the inboxes available for scripts and video submissions. By default, the inboxes on the Home page will be expanded to display all submissions.

After successfully logging in, your email (for example, logged in: demo@demo.com) is displayed at the bottom of the page just above the logout link to show that you are logged in.

Icons used in Adway

Icons are used to indicate the status of submissions.

Figure 4 Icons

The *Icons* used are:

Field Name	Description
online video	Indicates that the submission is an online video. This icon is displayed only for online agencies.
online video transmitted	Indicates an online video that has been already transmitted. This icon is displayed only for online agencies.
video	Indicates that the submission is a video.
video transmitted	Indicates a video that has been already transmitted.
online script	Indicates that the submission is an online script. This icon is displayed only for online agencies.
script	Indicates that the submission is a script.
High Priority	A red flag indicates that the submission has been flagged as high priority.
Revision Alert	A green flag indicates that the submission has been updated by the agency.
Provisionally Approved	Indicates that the submission has been provisionally approved by Clearcast, so the ad can be broadcasted.

Navigating your way around

You can use one of the following pages to locate the video or script that you want to open:

- ***The Home page*** – click the name of the ***Script*** or ***Video*** submission.
- ***The Search page*** – enter a keyword for the script or video submission that you want to view in the *Search* field and click the ***Search*** button.

Search

To search for a submission:

1. On the *Home* page (see Figure 9), click inside the *Search* text box (see Figure 5).

Figure 5 Search Bar

The *Search* bar contains the following:

Field Name	Description
Search:	Enter a keyword for your search in the *Search* field, for example, you can enter a part or full clock number, product name, the name of the agency or artist name. Searches containing special symbols are also allowed.
search	Click the ***Search*** button to search the top 300 submissions by the most recent date.
Search all	By default, the system searches for matches among submissions placed within the last three months from the day the search is performed. But If you want to search for older submissions, select the ***Search all*** check box. The system will then return any matches among all the submissions, independently on when they were placed.

2. Enter the ***Keyword*** that you want to use, such as the name, clock number, title or advertiser of the submission that you want to find.

3. If you want to search all submissions in the database, select the ***Search all*** check box.
4. Click the ***Search*** button. The *Search Results* page appears (see Figure 6).

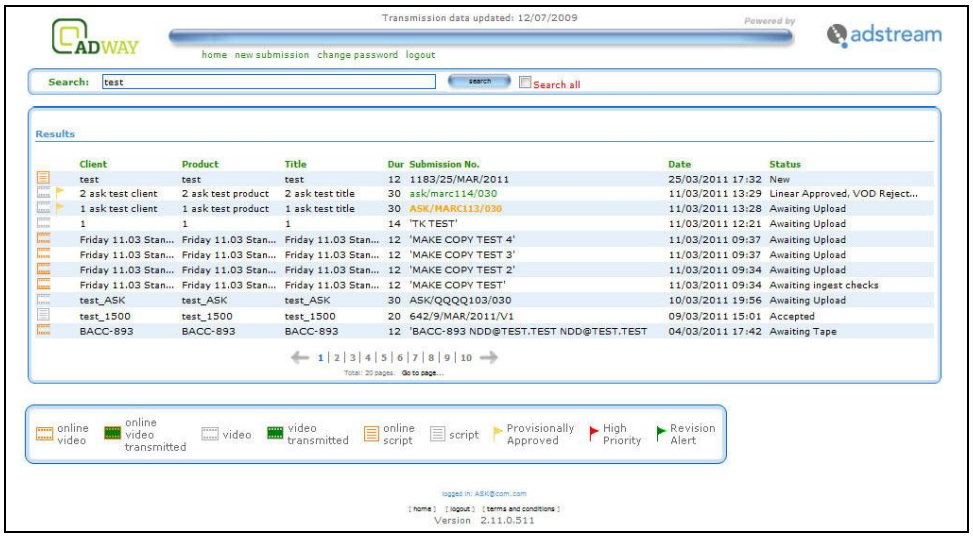

Transmission data updated: 12/07/2009
home new submission change password logout
adstream
Search: test
search
Search all
Results
Client Product Title Dur Submission No. Date Status
test test test 12 1183/25/MAR/2011 25/03/2011 17:32 New
2 ask test client 2 ask test product 2 ask test title 30 ask/marc114/030 11/03/2011 13:29 Linear Approved, VOD Reject...
1 ask test client 1 ask test product 1 ask test title 30 ASK/MARC113/030 11/03/2011 13:28 Awaiting Upload
1 1 1 14 'TK TEST' 11/03/2011 12:21 Awaiting Upload
Friday 11.03 Stan... Friday 11.03 Stan... Friday 11.03 Stan... 12 'MAKE COPY TEST 4' 11/03/2011 09:37 Awaiting Upload
Friday 11.03 Stan... Friday 11.03 Stan... Friday 11.03 Stan... 12 'MAKE COPY TEST 3' 11/03/2011 09:37 Awaiting Upload
Friday 11.03 Stan... Friday 11.03 Stan... Friday 11.03 Stan... 12 'MAKE COPY TEST 2' 11/03/2011 09:34 Awaiting Upload
Friday 11.03 Stan... Friday 11.03 Stan... Friday 11.03 Stan... 12 'MAKE COPY TEST' 11/03/2011 09:34 Awaiting ingest checks
test_ASK test_ASK test_ASK 30 ASK/QQQQ103/030 10/03/2011 19:56 Awaiting Upload
test_1500 test_1500 test_1500 20 642/9/MAR/2011/V1 09/03/2011 15:01 Accepted
BACC-893 BACC-893 BACC-893 12 'BACC-893 NDD@TEST.TEST NDD@TEST.TEST 04/03/2011 17:42 Awaiting Tape
1 2 3 4 5 6 7 8 9 10
online video
online video transmitted
video
video transmitted
online script
script
Provisionally Approved
High Priority
Revision Alert
Version 2.11.0.511

Figure 6 Search Result page

If you need to search again, you must clear the previous search from the text box and start again.

The *Search Results* page contains the following fields:

Field Name	Description
Client	The name of the advertiser or owner of the product or service.
Product	The name of the product or service that the ad is advertising.
Title	A descriptive title or name used to identify the ad.
Dur	The duration or playing length in time (seconds) of the video submission.
Submission No	The submission number is an automatically generated identifying number created for the submission when added to Adway. When your submission has been successfully received at Clearcast, an email is sent to you containing the submission number, which you can use to track your submission through all stages of the approval process. A VTR clock number will override the submission number and will be the main identifying number for the submission.
Date	Date and time the submission was ingested and added to Adway.
Status	Indicates the status of the submission. Some of the available statuses are: new, provisionally approval, awaiting upload, for senior approval, for comments, rejected, pending consultant, withdrawn/superseded etc.

Additionally, the *Search Result* page displays the following icons:

Field Name	Description
Parent	The orange text indicates that the ad is a *Parent*. In an advertising campaign, there may be a main ad (Parent) that will be transmitted followed by any number of secondary ads (Child) which are related to the original main ad. There can only be one Parent ad.
Child	Indicates that the ad is a *Child*. There can be any number of Child ads to the one Parent ad.

Filter

Use the filter to list only scripts, only videos or both script and video submissions on the page.

To use the filter:

1. On the *Home* page (see Figure 9), go to the *Filter* drop-down list (see Figure 7).

Figure 7 Filter drop-down list

The *Filter* drop-down list contains the following fields:

Field Name	Description
	Select from the drop-down list to display: • **All** – both scripts and video to be displayed on the page with scripts sorted to the top of the list. • **Scripts** – only scripts to be displayed on the page. • **Video** – only videos to be displayed on the page.

2. Click the *Filter* down arrow and select either ***All***, ***Scripts*** or ***Video*** from the drop-down list. The page will be re-displayed listing the submissions that you selected in the filter.

Changing your password

You can change your password at any time after logging in to Adway.

To change your password:

1. Click the ***Change Password*** link at the top of all the pages. The *Change Password* window will appear (see Figure 8).

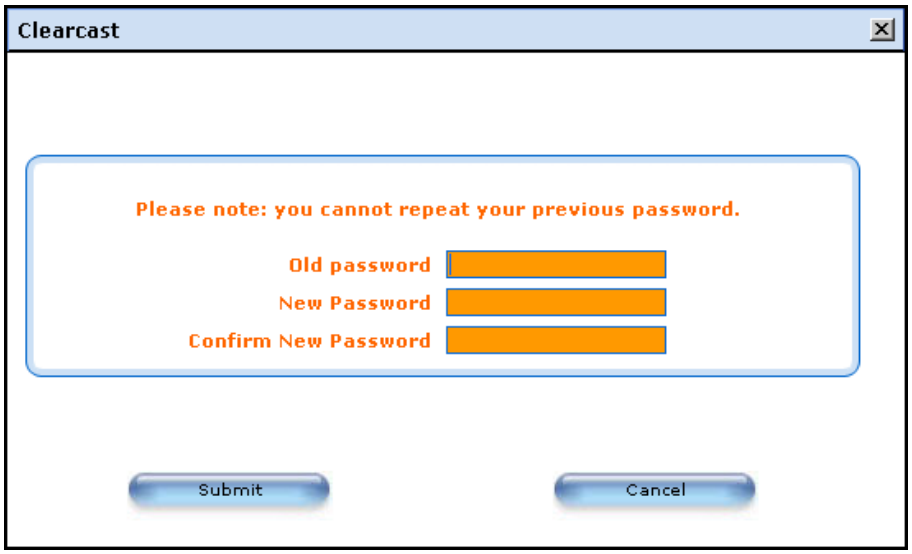


Figure 8 Change Password window

2. Enter your current password in the *Old Password* field.
3. Enter your new password in the *New Password* field.
4. Enter new password once again in the *Confirm New Password* field.
5. Click the ***Submit*** button to save your new password.

Logging out of Adway

At any stage while using Adway, you are able to log out.

To log out:

1. Click the **[logout]** link at the bottom of all the pages. The *Login* page is re-displayed (see Figure 1).

If you do not log out, the system will automatically log you out after a predetermined amount of time.

HOME

After logging in, the *Home* page appears (see Figure 9) which is the communications centre for script and video submissions between your agency and Clearcast.

From the *Home* page, you can create new submissions, view, review, search for, comment on, and add substantiations for a submission.

Anytime you want to return to the Home page, click the Home link on the main menu, or click the Adway logo located in the top left corner of all pages, or click the [home] *link at the bottom of all pages.*

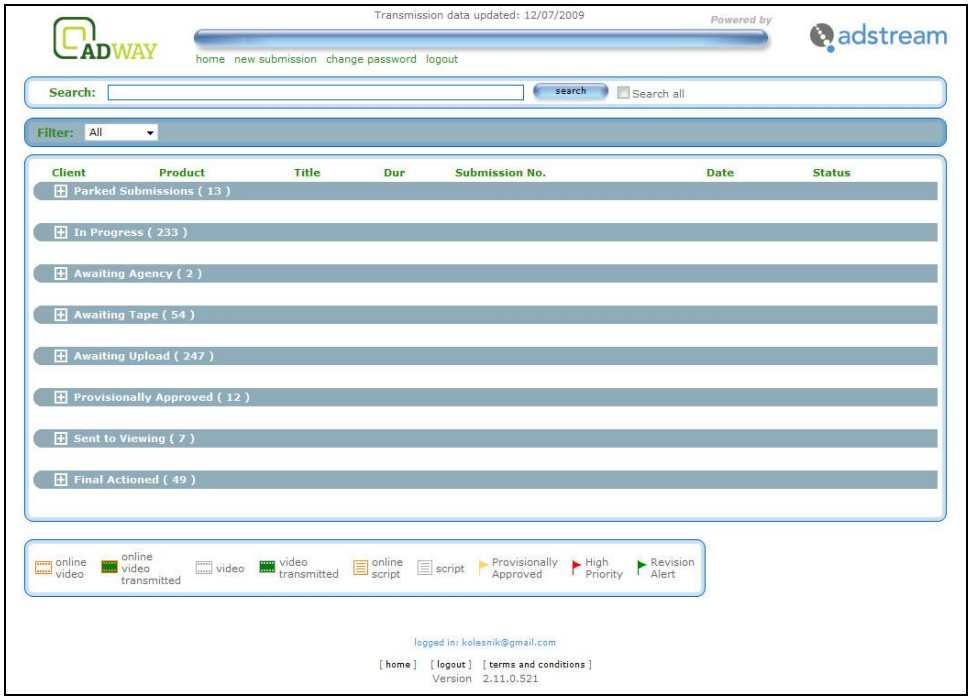


Figure 9 Home page

The above Home page is an example of the inboxes available for scripts and video submissions. By default, the inboxes on the Home page will be expanded to display all submissions.

The *Home* page contains the following inboxes for both scripts and video:

Field Name	Description
Parked Submissions	Lists submissions that were saved to be worked on or completed later.
In Progress	Lists tapes that have been ingested and are awaiting checks. It contains video submissions with the status of *In progress* and *New*.
Awaiting Agency	Lists submissions that are pending and waiting for a response or action by the agency.
Awaiting Tape	Clearcast is waiting for the arrival of the tape from your agency so that they can ingest it to a digital format. Please note that this applies to long form commercials only.

Field Name	Description
Awaiting Upload	These are new submissions that have been created but are waiting for you to upload the digital file to Clearcast.
Provisionally Approved	Submissions that have been provisionally approved by Clearcast, which means that the video to allow can be broadcast before the Clearcast approval process has been completed.
Sent to Viewing	Submissions you sent for viewing by other agency users for review and comment.
Final Actioned	Displays submissions for 10 days with the status of approved, reject and withdrawn.

If you set filter to ***All***, then both scripts and video are displayed on the page with scripts sorted to the top of the list.

Scripts Home page view

When the *Home* page is filtered to display only scripts the agency *Home* page contains the following inboxes (see Figure 10).

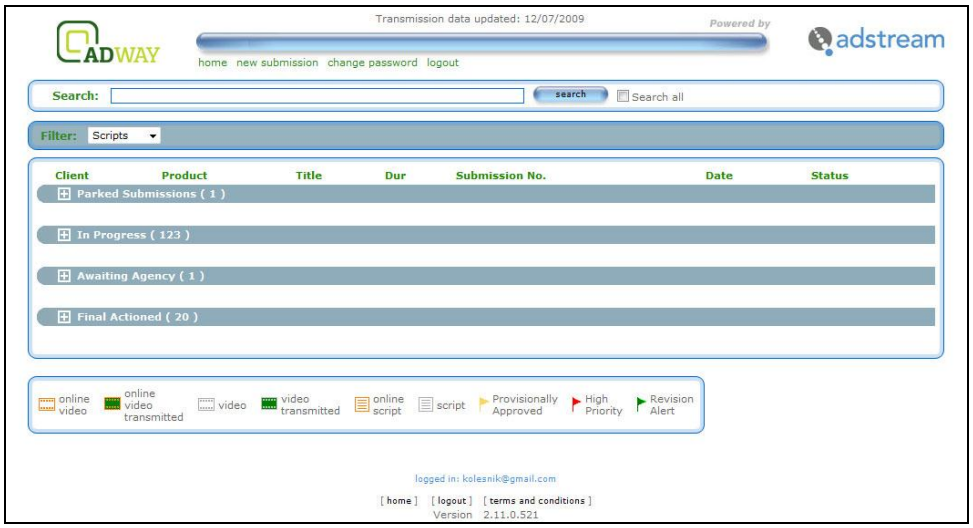


Figure 10 Scripts Home page

The above Home page is an example of the inboxes available for scripts and video submissions. By default, the inboxes on the Home page will be expanded to display all submissions.

The *Home* page for ***Scripts*** contains the following inboxes:

Field Name	Description
Parked Submissions	Lists submissions that were saved to be worked on or completed later.
In Progress	Lists script submissions with the status of *In progress* and *New*.
Awaiting Agency	Lists submissions that are pending and waiting for a response or action by the agency.
Final Actioned	Displays submissions for 10 days with the status of approved, reject and withdrawn. For *Linear and Video on-Demand* submissions, two final actions are necessary (for Linear and for Video on-Demand separately). Therefore, such submissions will be displayed *In progress*, until both final actions

Field Name	Description
	are received.

Video Home page view

When the agency *Home* page is filtered for ***Video*** the page contains the following inboxes (see Figure 11).

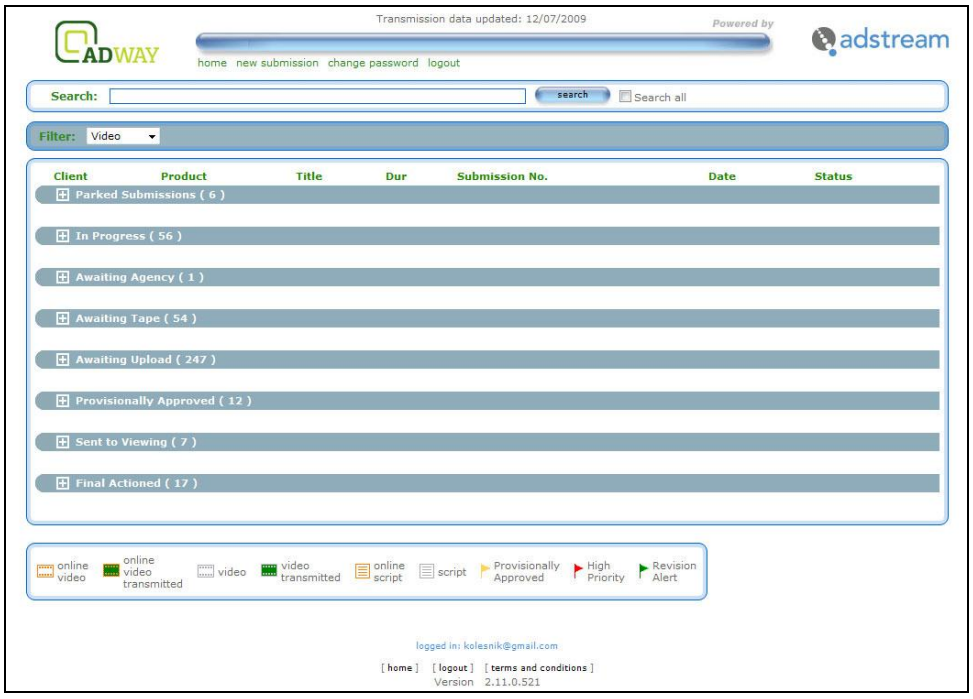


Figure 11 Video Home page

The above video Home page is an example of the inboxes available for video. By default, when you first select the page, the inboxes will be expanded to display all submissions.

The *Home* page for ***Video*** contains the following inboxes:

Field Name	Description
Parked Submissions	Lists submissions that were saved to be worked on or completed later.
In Progress	Lists tapes that have been ingested and are awaiting checks. It contains video submissions with the status of *In progress* and *New*.
Awaiting Agency	Lists submissions that are pending and waiting for a response or action by the agency.
Awaiting Tape	Clearcast is waiting for the arrival of the tape from your agency so that they can ingest it to a digital format. Please note that this applies to long form commercials only.
Awaiting Upload	These are new submissions that have been created but are waiting for you to upload the file to Clearcast. Here you can monitor different statuses of the video upload, such as *Partially File Received*, *File Received*, *Sent to Transcoder*, *Awaiting Ingest Checks*.
Provisionally Approved	Submissions that have been provisionally approved by Clearcast, which means that the video to allow can be broadcast before the Clearcast approval process has been completed.

Field Name	Description
Sent to Viewing	Submissions you sent for viewing by other agency users for review and comment.
Final Actioned	Displays submissions for 10 days with the status of approved, reject and withdrawn. For *Linear and Video on-Demand* submissions, two final actions are necessary (for Linear and for Video on-Demand separately). Therefore, such submissions will be displayed *In progress*, until both final actions are received.

NEW SUBMISSION

Adding a new script submission

To add a new ***Script*** submission to Clearcast:

1. On the *Home* page (see Figure 9), click the ***New Submission*** link. The *Add New Submission* page appears (see Figure 12).

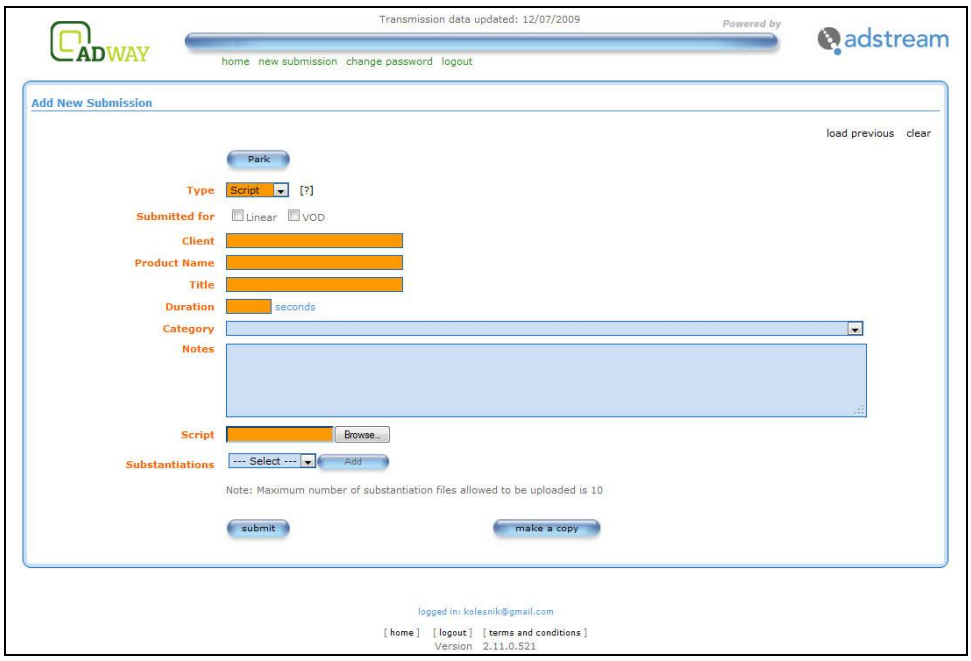


Figure 12 Add New Script Submission page

The *Add New Script Submission* page contains the following fields:

Field Name	Description
Park	Click the button to save the submission to work on or complete it later. The submission will appear in the *Parked Submissions* inbox on the *Home* page.
Type	Select the type of submission (video or script) you want to add.
Submitted for	In addition to the traditional scheduled TV ads, Adway supports clearance for Video on-Demand for both script and video submissions. Video on-Demand is for advertising in and around programmes which can be seen when the viewer decides to.
Client	The name of the advertiser or owner of the product or service.
Product name	The name of the product or service that the ad is advertising.
Title	A descriptive title or name used to identify the ad.
Duration	The playing length in time (seconds) of the video submission.
Category	The category of the product or service that the ad is advertising.
Notes	Information or instructions relevant to the submission.
Script	Locate the script you want to upload. When you click the ***Browse*** button and select the script from your hard drive or network, the path to the script file is displayed in this field.

Field Name	Description
Substantiations	Substantiation is documentation of support that contains proof or evidence to verify claims in advertisements. This substantiation is referenced, where appropriate, from one of the specialist consultants in medical and many other areas. The maximum number of substantiation files than can be uploaded is 10.
Upload	Click to upload the substantiation for the new submission.
	Click to add the substantiation. The ***Add*** button is greyed out and cannot be used until you select the number of substantiations you want to add from the substantiations field drop-down list. When you click the ***Add*** button the *Add Substantiation Comments/Upload Documents* page appears where you can add substantiation.
	Click to add the new submission.
	If you want to add another submission, which is similar to the one you are adding, you can click the ***Make a copy*** button. This submits the new submission and creates an exact copy of the submission ready for you to edit for the next submission.

Please note: all mandatory fields are marked with orange.

2. Click the *Type* down arrow and select the ***Script*** from the drop-down list.
3. Select the type of clearance: *Linear and Video on-Demand* or *Video on-Demand only*.
4. If you have selected *Linear and Video on-Demand*, the additional options will appear, for you to choose from:
   - Standard
   - Teleshopping
   - Green Button
5. Enter the name of the ***Client***.
6. Enter the ***Product name***.
7. Enter the ***Title*** of the script.
8. Enter the length in time or ***Duration*** of the ad.
9. Click the *Category* dialog box down arrow and select the ***Category*** from the drop-down list.
10. Enter any information or ***Notes*** relevant to the script.
11. Upload a script by clicking the ***Browse*** button to the right of the *Script* field and selecting it from your hard drive or network.

If you do not have any substantiation files to add to the new submission, go to step 17, otherwise continue with the next step.

12. If you want to include substantiations, click the *Substantiations* down arrow and select the ***Number*** of substantiation files from the drop-down list that you want to upload. Click the ***Add*** button to add the substantiation. When you click the ***Add*** button, the *Add Substantiation Comments/Upload Documents* page appears where you can add substantiation (see Figure 13).

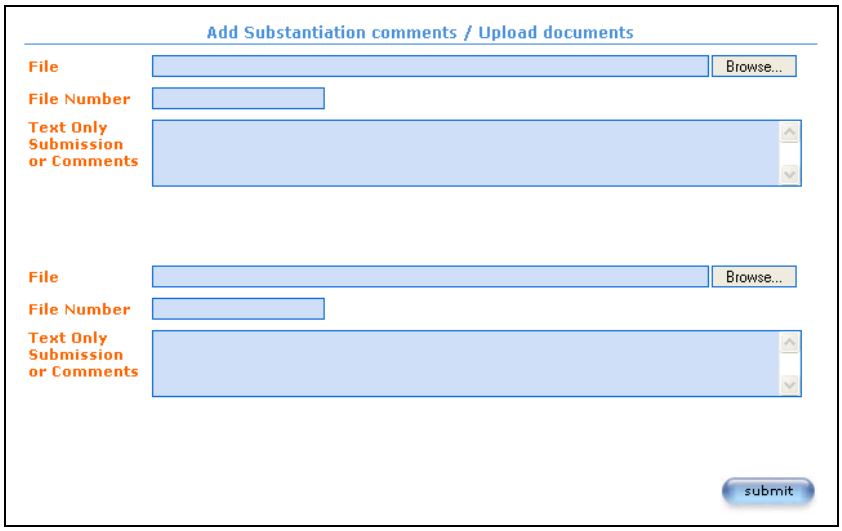


Figure 13 Add Substantiation Comments/Upload Documents page

The *Add Substantiation Comments/Upload Documents* page contains the following fields:

Field Name	Description
File	Click the ***Browse*** button and select the substantiation from your network or hard drive and the path to the file is displayed in the *File* field.
File Number	The identifying number you have for the substantiation file.
Text Only Submissions or Comments	Add any comments relevant to the substantiation, or you can manually enter the substantiation information as text.
submit	Click to upload the substantiation file for the new submission.

To add substantiation to a new submission:

13. Click the ***Browse*** button and select the substantiation from your network or hard drive and the path to the file is displayed in the *File* field.
14. Enter the identifying ***File Number*** you have for the substantiation file.
15. Add any ***Text*** comments relevant to the substantiation or you can manually enter the substantiation information as text.
16. Click the ***Submit*** button submit to upload the substantiation for the new submission. The page will be re-displayed with the substantiation added to the page (see Figure 14).

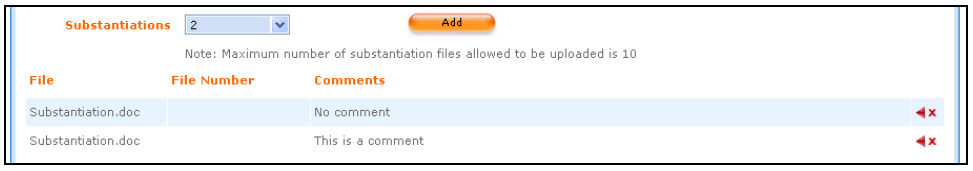


Figure 14 Add New Script Submission page > Substantiations Uploaded

If you need to remove a substantiation file from the submission before you submit it to Clearcast, click the ***Red arrow*** to the right of the substantiation. The *Are you sure you want to delete this substantiation* dialog box appears where you can click the ***OK*** button to confirm deleting the file or the ***Cancel*** button to stop deleting the file.

17. If you want to add another submission using the details of this submission, click the ***Make a copy*** button make a copy. This submits the submission and the *Add New*

Submission page is re-displayed with a copy of the submission for you to use as a basis to add a new submission.

18. To add the new submission, click the ***Submit*** button

. The submission is created and appears in the *In Progress* inbox on your *Home* page with the status New. Clearcast can now see your submission and start processing it.

Adding a new video submission

To add a new *Video* submission:

1. Click the ***New Submission*** link on the *Home* page (see Figure 9). By default, the *Add New Script Submission* page appears (see Figure 12).
2. Click the *Type* dialog box down arrow and select the ***Video*** from the drop-down list. The *Add New Submission* page is re-displayed with additional video-related fields (see Figure 15).

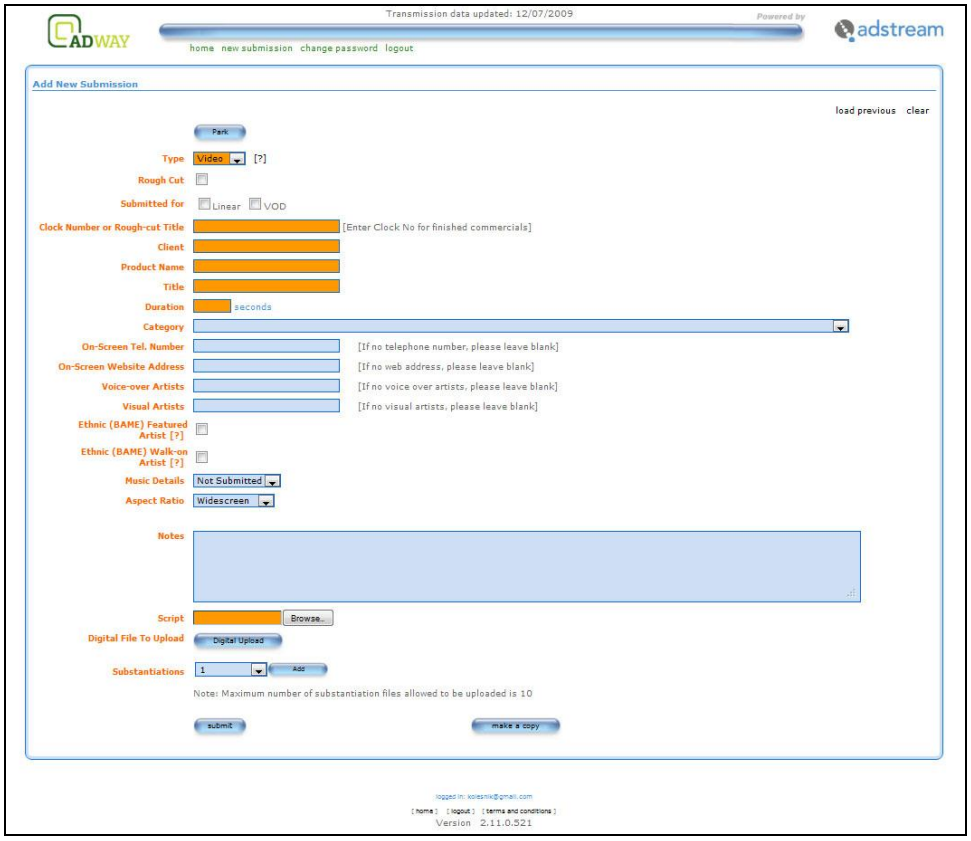
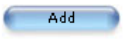

Transmission data updated: 12/07/2009
home new submission change password logout
adstream
Add New Submission
load previous clear
Park
Type Video [?]
Rough Cut
Submitted for Linear VOD
Clock Number or Rough-cut Title [Enter Clock No for finished commercials]
Client
Product Name
Title
Duration seconds
Category
On-Screen Tel. Number [If no telephone number, please leave blank]
On-Screen Website Address [If no web address, please leave blank]
Voice-over Artists [If no voice over artists, please leave blank]
Visual Artists [If no visual artists, please leave blank]
Ethnic (BAME) Featured Artist [?]
Ethnic (BAME) Walk-on Artist [?]
Music Details Not Submitted
Aspect Ratio Widescreen
Notes
Script Browse...
Digital File To Upload Digital Upload
Substantiations 1 Add
Note: Maximum number of substantiation files allowed to be uploaded is 10
submit
make a copy
Version 2.11.0.521

Figure 15 Add New Video Submission page

The *Add New Video Submission* page contains the following fields:

Field Name	Description
	Click the button to save the submission to work on or complete it later. The submission will appear in the *Parked Submissions* inbox on the *Home* page.
Type	Select the type of submission (video or script) you want to add.
Rough Cut	The rough cut is the entire video in a continuous sequential order including the approximate running time before it is completed by the editor.

Field Name	Description
Submitted for	In addition to the traditional scheduled TV ads, Adway supports clearance for Video on-Demand for both script and video submissions. Video on-Demand is for advertising in and around programmes which can be seen when the viewer decides to.
Clock Number or Rough Cut Title	A unique alphanumeric identification number used to identify an advertisement and its creators/source (the advertising agency). Please note that clock number must be entered in the following format: 1. Agency Code (3 alpha characters) 2. Terminator / 3. Client Code (2 alpha characters) 4. Product Code (2 alpha characters) 5. Unique Id (3 numeric characters) 6. Terminator / 7. Duration (3 numeric characters) *For example:* XYZ/ABCD001/030 If your submission is *Linear and Video on-Demand* (Teleshopping) the clock number should be entered as EITHER [Agency Code - AAA] + "/" + [Client Code - AA] + [Product Code - AA] + [Unique Id – NN] + "/" + [duration - NNNN] OR [Agency Code - AAA] + "/" + [Client Code - AA] + [Product Code - AA] + [Unique Id - N] + "/" + [duration - NNNNN] If your submission is *Linear and Video on-Demand* (Green Button), the example of the clock number format is the following: XYZ/ABC01/00120
Client	The name of the advertiser or owner of the product or service.
Product name	The name of the product or service that the ad is advertising.
Title	A descriptive title or name used to identify the ad.
Duration	The playing length in time (seconds) of the video submission.
Category	The category of the product or service that the ad is advertising.
On-Screen Telephone Number	The phone number of the business that the ad is advertising if it is displayed on the actual commercial. If there is no telephone number, please leave this field blank.
On-Screen Website Address	The website address of the business that the ad is advertising if it is displayed on the actual commercial. If there is no web address, please leave this field blank.
Voice Over artists	The name(s) of person(s) who provided the voice(s) for the ad. If there are no voice over artists for the ad, please leave this field blank.
Visual Artists	The name(s) of the visual artist(s) that worked on the video. If there are no visual artists for the ad, please leave this field blank.
Ethnic (BAME) Featured Artist **Ethnic (BAME) Walk-on Artist**	Information on Ethnic artists (Black, Asian or Minority Ethnic groups - BAME) is being collected at the request of the IPA to track ethnic representation in commercials.

Field Name	Description
Music details	Select whether or not you want to submit the music details for the video. When you select *Submitted*, the following fields display: • **Music Title** – The name or title of the music that is to be used in the ad. • **Duration** – The playing length in time (seconds) of the music used in the video. • **Composer** – The name of the composer that composed the music that is to be used in the video. • **Arrangers** – The name of the arrangers that arranged the music that is used in the video. • **Publisher/Library** – The name of the publisher of the music that is used in the video. • **ISRC** – The International Standard Recording Code (ISRC) is the international identification system for sound and music video recordings. Each ISRC is a unique and permanent identifier for a specific recording which can be permanently encoded into a product as its digital fingerprint. The ISRC provides the means to automatically identify recordings for royalty payments and, as a tool in the fight against piracy. • **ISWC** – The International Standard Musical Work Code (ISWC) is a unique, permanent and internationally recognised reference number for the identification of every musical work, published or unpublished, newly created or already existing, irrespective of its copyright status to uniquely identify a musical work. It is used to make it easier, faster and more efficient to administer rights and payments for musical works used internationally. The ISWC number provides access to information such as the title, authors and composers of the musical work.
Aspect ratio	Indicates the ratio of the width of the picture to the height, for example a standard video monitor has an aspect ratio of 4:3. This is four units of width (horizontal) to three units of height (vertical). Images will be distorted if forced into a different aspect ratio.
Notes	Information or instructions relevant to the submission.
Script	When you click the ***Browse*** button and select the script for the video from your hard drive or network, the path to the script file is displayed in this field.
Digital File To Upload	Click the ***Digital Upload*** button to upload a video file from your hard drive or network.
Substantiation	Substantiation is documentation of support that contains proof or evidence to verify claims in advertisements. This substantiation is referenced, where appropriate, from one of the specialist consultants in medical and many other areas. The maximum number of substantiation files allowed to be uploaded is 10.
	Click to add the substantiation. The ***Add*** button is greyed out and cannot be used until you select the number of substantiations you want to add from the substantiations field drop-down list.
	Click to add the new submission.
	If you want to add another submission, which is similar to the one you are adding, click the ***Make a copy*** button. This submits the new submission and creates an exact copy of the submission ready for you to edit for the next submission.

3. Click the *Type* dialog box down arrow and select ***Video*** from the drop-down list.
4. If this video is a rough cut, select the ***Rough Cut*** check box.
5. Select the type of clearance: *Linear and Video on-Demand* or *Video on-Demand* only.

6. If you have selected *Linear and Video on-Demand*, the additional options will appear, for you to choose from:
   - Standard
   - Teleshopping
   - Green Button
7. Enter the ***Clock Number*** or ***Rough Cut Title*** used to identify the advertisement.

Please note that clock number must be entered in the following format:

1. Agency Code (3 alpha characters) 2. Terminator / 3. Client Code (2 alpha characters) 4. Product Code (2 alpha characters) 5. Unique Id (3 numeric characters) 6. Terminator / 7. Duration (3 numeric characters)

For example: XYZ/ABCD001/030

If your submission is Linear and Video on-Demand (Teleshopping), the duration can be entered in 3, 4, or 5 numeric characters.

If your submission is Linear and Video on-Demand (Green Button), the example of the clock number format is the following:

XYZ/ABC01/00120

8. Enter the name of the ***Client***.
9. Enter the ***Product name***.
10. Enter the ***Title*** of the video.
11. Enter the length in time or ***Duration*** of the ad.
12. Click the *Category* dialog box down arrow and select the ***Category*** from the drop-down list.
13. If there is an ***On-Screen Telephone Number***, please enter it, otherwise leave this field blank.
14. If there is an ***On-Screen Website Address***, please enter it, otherwise leave this field blank.
15. If there are ***Voice-Over Artists*** that worked on the video, please enter their names, otherwise leave this field blank. See page 28 for more information.
16. If there are ***Visual Artists*** that worked on the video, please enter their names, otherwise leave this field blank. See page 28 for more information.

If you want to add the music details used in the video, click the *Music Details* dialog box down arrow and select ***Submitted*** to add the music details or select ***Not Submitted*** if you do not want to the music details for the submission. If you selected ***Submitted***, you must complete the following fields:

17. Enter the ***Music Title*** of the music used in the video.
18. Enter the ***Duration*** or playing length in time (seconds) of the music.
19. Enter the names of the music ***Composer***.
20. Enter the names of the music ***Arrangers***.
21. Enter the name of the music ***Publisher/Library***.
22. Enter the ***ISRC*** (International Standard Recording Code) identifier for the music.
23. Enter the ***ISWC*** identifier for the music. Edit the ***ISWC*** (International Standard Musical Work Code) which is an international identifying reference number for the music.
24. Enter the ***Source*** for the music.

25. Click the *Aspect Ratio* dialog box down arrow and select the ***Aspect Ratio*** of the video from the drop-down list.
26. Enter any information or ***Notes*** relevant to the video.
27. To include the script for the video, click the ***Browse*** button to the right of the *Script* field and select the script from your hard drive or network.

If a digital delivery is enabled for your agency, you can upload a video file at this step. Please note: upload will be done over secured https protocol. If digital delivery is disabled for your agency or you don't want to upload a file, go to step 33, otherwise continue with the next step.

28. To upload a file, click the ***Digital Upload*** button. The *Digital Upload* window will appear (see Figure 16).

Figure 16 Digital Upload window

29. Click the ***Digital Upload*** button and select the necessary file from your network or hard drive. If you want to delete the uploaded file and upload another one, click the ***Red arrow*** ◄× next to the file's name (see Figure 17).

To start secure uploading files press button and select files
047be6fe-b095-4254-a559-0cfbc49bfdf9_WM_HIGH.wmv 0.4 MB
Close

Figure 17 Digital Upload window > File uploaded

30. You can upload another file as it was described above. If you are satisfied with your file, click the ***Close*** button.
31. The file you have uploaded will be displayed under the *Digital File to Upload* section (see Figure 18).

Figure 18 Digital Upload completed

32. If you want to delete the uploaded file and upload another one, click the ***Red arrow*** ◄× next to the file's name and upload another file as it was described above.

To use the digital upload functionality you need to make sure that the Flash Plugin is enabled and that a working version of the Adobe Flash Player is installed.

If you do not have any substantiation files to add to the new submission, go to step 38, otherwise continue with the next step.

33. If you want to include substantiations, click the *Substantiations* down arrow and select the ***Number*** of substantiation files from the drop-down list that you want to upload. Click the ***Add*** button to add the substantiation. When you click the ***Add*** button, the *Add Substantiation Comments/Upload Documents* page appears where you can add substantiation (see Figure 19).

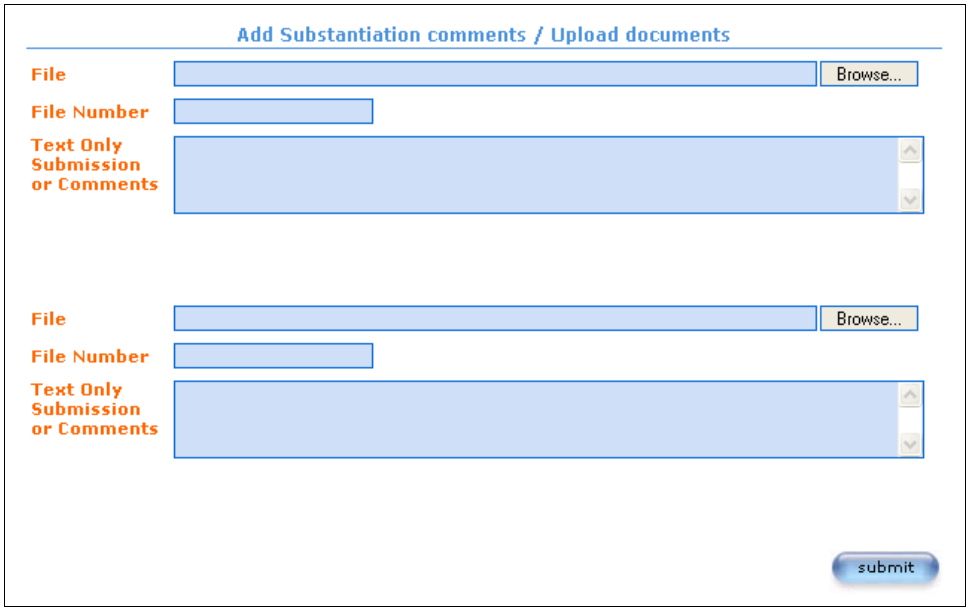


Figure 19 Add Substantiation Comments/Upload Documents page

The *Add Substantiation Comments/Upload Documents* page contains the following fields:

Field Name	Description
File	Click the ***Browse*** button and select the substantiation from your network or hard drive and the path to the file is displayed in the *File* field.
File Number	The identifying number you have for the substantiation file.
Text only Submissions or Comments	Add any comments relevant to the substantiation, or you can manually enter the substantiation information as text.
submit	Click to upload the substantiation file for the new submission.

To add substantiation to a new submission:

34. Click the ***Browse*** button and select the substantiation from your network or hard drive and the path to the file is displayed in the *File* field.
35. Enter the identifying ***File Number*** you have for the substantiation file.
36. Add any ***Text*** comments relevant to the substantiation or you can manually enter the substantiation information as text.
37. Click the ***Submit*** button submit to upload the substantiation for the new submission. The page is re-displayed with the substantiation added to the page (see Figure 20).

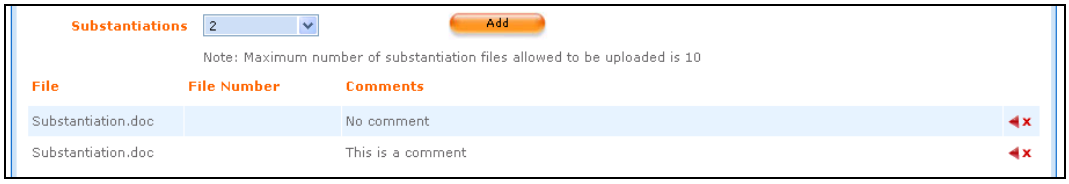


Figure 20 Add New Video Submission page > Substantiations uploaded

To remove a substantiation file before you submit it to Clearcast, click the ***Red arrow*** to the right of the substantiation. The *Are you sure you want to delete this substantiation* dialog box appears, so click the ***OK*** button to confirm deleting the file or click the ***Cancel*** button to stop deleting the file.

38. If you want to add another submission using the details of this submission, click the ***Make a copy*** button

. This submits the submission and the *Add New Submission* page is re-displayed with a copy of the submission for you to use as a basis to add a new submission.

39. To add the new submission, click the ***Submit*** button

. The submission is created and appears in the *Awaiting Upload* inbox on your *Home* page with the status *Awaiting Upload*.

You will be able to review the statuses of your video upload: *Partially File Received*, *File Received*, *Sent to Transcoder*, *Awaiting Ingest Checks.* After the file has been ingested, the status becomes *With Traffic.*

To save users' time and effort, the new version of the system saves and re-populates submission information if system or another error is occurred. In case if one or more errors occurred during submitting the form, you can click the New Submission link on the Home page. The "Previously fulfilled asset details were not submitted. Would you like to load unsaved submission data?" dialog box will appear. Click the Ok button to load your unsaved submission.

Artist data management

When creating new video submissions, you can select artist's name from the available database, for both *Visual* and *Voice-Over Artists* fields:

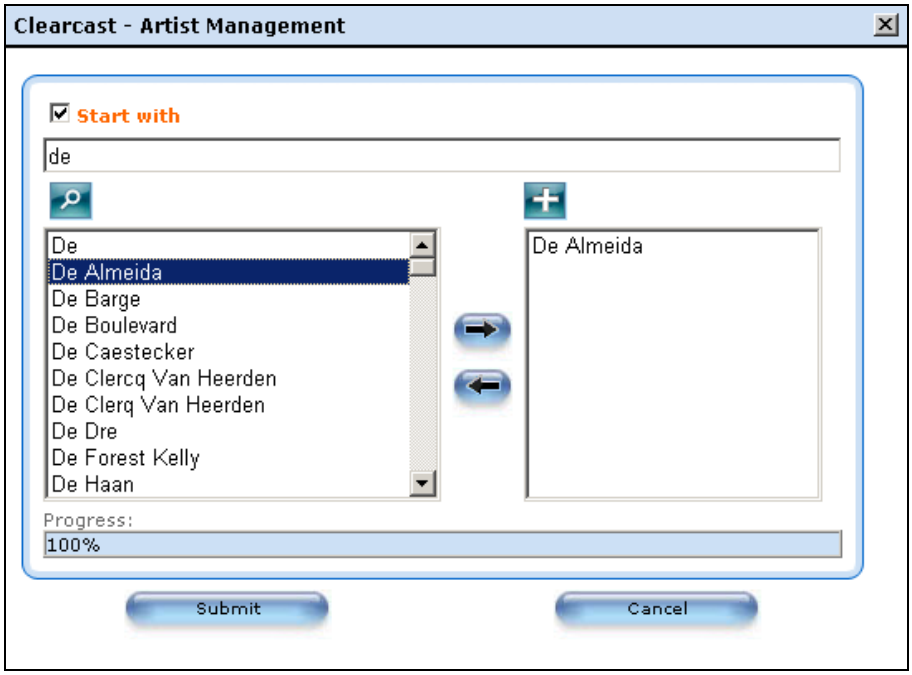


Figure 21 Artist Management

1. The button allows you to look up an artist's name in the database. Enter an artist's name or part of it, and click the button to see the list of matching artists in the box on the left side of the *Artists Management* window.

2. You can select an artist's name from the list on the left, and add it to your submission using the button. The list of artists specified for current submissions will display on the right side of the *Artists Management* window.
3. If an artist's name is not on the list, click the button to add it to your submission. A new artist's name will appear in the list on the right.
4. To remove an artist from the submission, select and click the button.
5. After entering all necessary information about the artist(s), click the button to proceed with your submission.

Load previously saved submission

To save time and efforts while creating a number of submissions with similar data, the ability to reuse prior information is available.

To load previous successfully saved submission:

1. Click the ***New Submission*** link on the *Home* page. By default, the *Add New Script Submission* page will be displayed.
2. Click the ***Load Previous*** link in the top right corner of the page (see Figure 22).

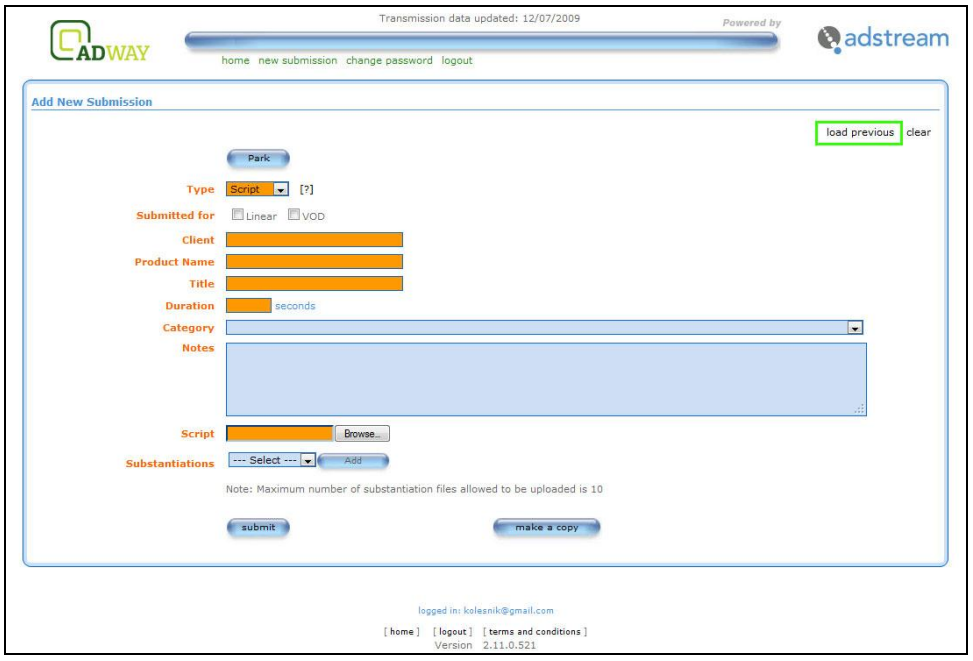


Figure 22 Add New Submission page > Load Previous Link

3. Details of the previous successfully saved submission will be loaded.

Parked submissions

Parked submissions are submissions that were saved to be worked on or completed later.

Parking a submissions

If you are creating a new submission and you cannot complete it immediately, you can save it so that it can be worked on later. Parking a submission saves the fields that you have completed and saves the incomplete submission in the *Parked Submission* section of the *Home* page

To park a new submission:

1. On the *Add New Submission* page (see Figure 12 or Figure 15), click the ***Park*** button on the top on the page to save the submission that you have partially completed. The submission is saved to the *Parked Submission* section on the *Home* page (see Figure 9).
2. The submission will be available for the Agency users until they will delete it.

Viewing parked submissions

To view parked submissions:

1. To view a parked submission and to complete the details, in the *Parked Submissions* section of the *Home* page (see Figure 9), click the name of the parked submission. The *Add New Submission* page appears (see Figure 23).

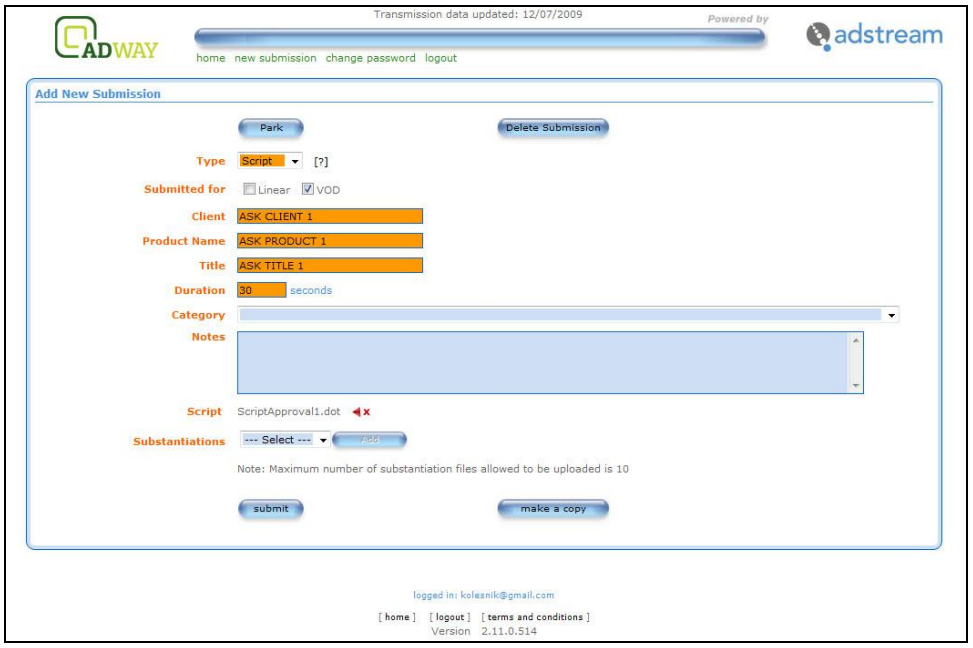


Figure 23 Parked submission

2. You can edit fields as required and submit the job.

Deleting a parked submission

To delete a parked submission:

1. In the *Parked Submissions* section of the *Home* page (see Figure 9), click the ***Name*** of the submission that you want to delete. The *Add New Submission* page will be displayed (see Figure 23). Click the ***Delete Submission*** button. The submission will disappear from the *Parked Submissions* section of the *Home* page.

SUBMISSION DETAILS

To view the details of a video or script, locate it on the *Home* or *Search Results* page. The *Details* page appears the submission information, the video/script information, comments and you can add comments and substantiation.

Scripts

Viewing a script submission

To view the details of a script submission:

1. On the *Home* page (see Figure 9), click the ***Name*** of the script that you want to view. A new window appears with the script *Details* page (see Figure 24).

If the submission that you want to view is not available on the *Home* page, enter the name or clock number of the submission in the *Search* field and click the ***Search*** button, then select the script from the search results.

The *Details* page for a script (see Figure 24) is divided into the following sections:

- **Submission** – View and edit the information details of the submission.
- **Latest Script** – View the information details and view the script.
- **Final Action** – Displays the final actions that have been performed by Clearcast on the script.
- **External comments** – Add a comment about the submission and view comments made by Clearcast on the script submission
- **Add Comment** – Add a comment about the submission.
- **Final Action Comments** – Displays any comments that Clearcast have added about the final action on the submission.
- **Restrictions** – Displays restrictions that Clearcast have added to the submission. Restrictions provide instructions to your agency and the broadcaster about the ad, such as when the ad can and cannot be transmitted.
- **Substantiations** – Lists all substantiations that have been added to the submission. Substantiation is documentation of support that contains proof or evidence to verify claims in advertisements. This substantiation is referenced, where appropriate, from one of the specialist consultants in medical, law and many other areas.
- **Add Sub Doc** – Add substantiation documents to the submission.

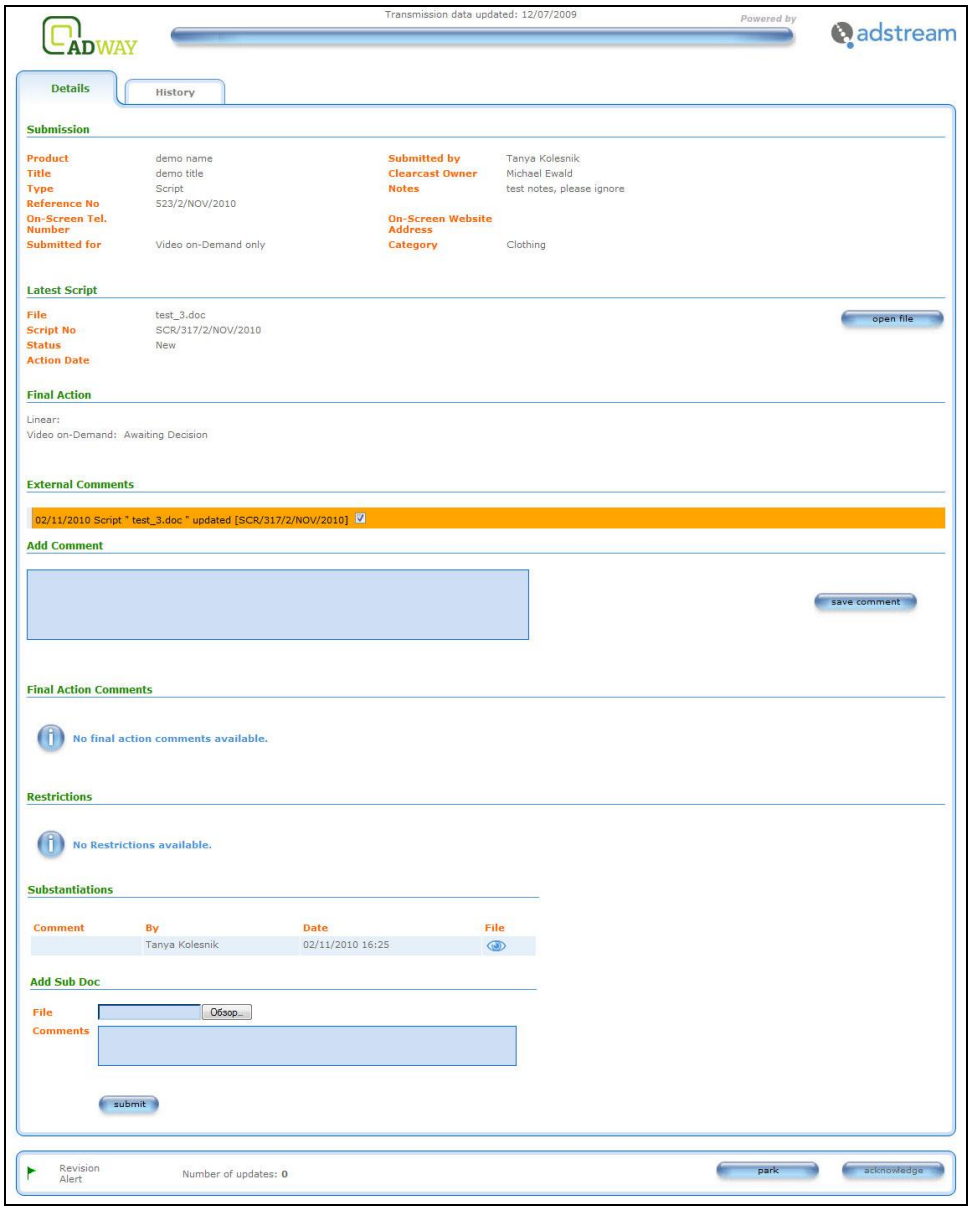


Figure 24 Submission Details page > Script

The *Submission* section on the script *Details* page contains the following fields:

Field Name	Description
Product	The name of the product or service that the ad is advertising.
Title	A descriptive title or name used to identify the video or script.
Type	The type of submission, whether it is a video or script.
Reference No	The submission number that is automatically generated by Adway when the submission is created.
On-Screen Tel. Number	The telephone number that is displayed on the actual commercial, if available.
Submitted by	The name of the agency user that submitted the submission.
Clearcast Owner	The name of the Clearcast user that has been assigned to your agency to manage the approval process for the submission.
Notes	Information or instructions relevant to the submission.

Field Name	Description
On-Screen Website address	The website address that is displayed on the actual commercial, if available.
Category	The category of the product or service that the ad is advertising.
Submitted for	In addition to the traditional scheduled TV ads, Adway supports clearance for Video on-Demand for both script and video submissions. Video on-Demand is for advertising in and around programmes which can be seen when the viewer decides to. If this submission is *Linear and Video on-Demand*, submission sub-type (such as Standard, Teleshopping or Green Button) will be displayed in parenthesis.

The *Latest Script* section on the script *Details* page contains the following fields:

Field Name	Description
File	The file name of the video or script. It is a combination of the actual name of the file and the file extension. For example, Script.doc.
Script No	The identifying number of the script which is automatically created by Adway when the script is uploaded.
Status	Displays the status of the submission, for example, New.
Action Date	The date that the submission was either provisionally approved or had final action applied to approve the submission.
	Click to open the script, for example in Microsoft Word.

Open the script

To view the script:

1. On the *Home* page (see Figure 9), click the ***Name*** of the script that you want to view. A new window appears with the script *Details* page (see Figure 24).

If the submission that you want to view is not available on the *Home* page, enter the name or clock number of the submission in the *Search* field and click the ***Search*** button, then select the script from the search results.

2. On the *Details* page (see Figure 24), go to the *Latest Script* section and click the ***Open File*** button. The script will be displayed, for example in Microsoft Word.

Videos

Viewing a video submission

To view the details of a video submission:

1. On the *Home* page (see Figure 9), click the ***Name*** of the video that you want to view. The *Details* page appears (see Figure 25).

If the submission that you want to view is not available on the *Home* page, enter the name or clock number of the submission in the *Search* field and click the ***Search*** button, then select the video submission from the search results.

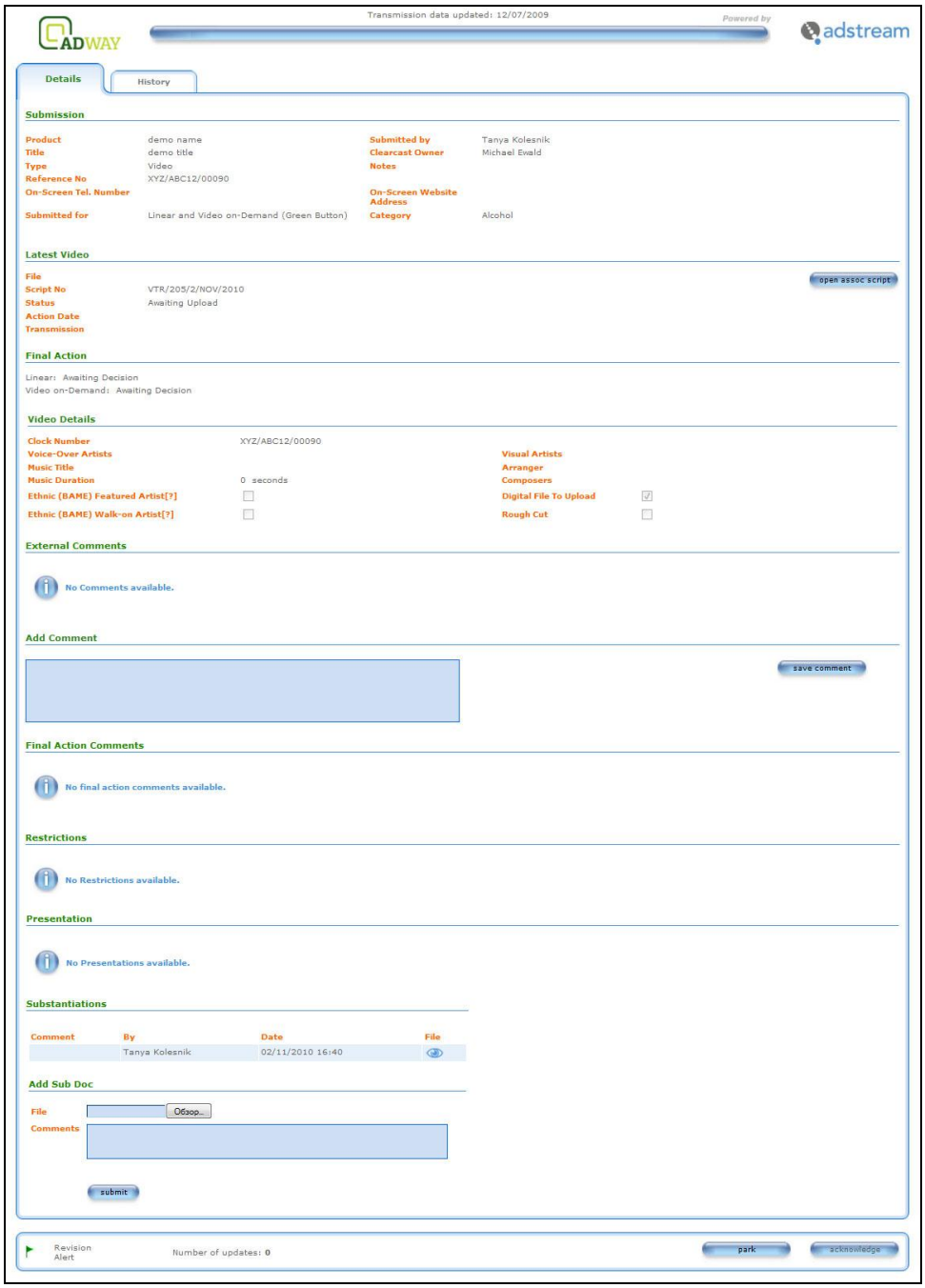


Figure 25 Submission Details page > Video

The *Details* page for a video is divided into the following sections (see Figure 25):

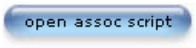
- **Submission** – View and edit the information details of the submission.
- **Latest Video** – View the information details and view the video.
- **Final Action** – Displays the final actions that have been performed by Clearcast on the script.
- **Video Details** – The information details for the video. This section is only for videos. It is not available on the script *Details* page.
- **External Comments** – Add a comment about the submission and view comments made by Clearcast on the video submission.
- **Add Comment** – Add a comment, which is visible to all users in the agency and to Clearcast.

- **Final Action Comments** – Displays any comments that Clearcast have added about the final action on the submission.
- **Restrictions** – Displays restrictions that Clearcast have added to the submission.
- **Presentation** – Displays presentations that Clearcast have added to the submission.
- **Substantiations** – Lists all substantiations that have been added to the submission.
- **Add Sub Doc** – Add substantiation documents to the submission.

The *Submission* section on the video *Details* page contains the following fields:

Field Name	Description
Product	The name of the product or service that the ad is advertising.
Title	A descriptive title or name used to identify the video or script.
Type	The type of submission, whether it is a video or script.
Reference No	The submission number that is automatically generated by Adway when the submission is created.
On-Screen Tel. Number	The telephone number that is displayed on the actual commercial, if available.
Submitted by	The name of the agency user that submitted the submission.
Clearcast Owner	The name of the Clearcast user that has been assigned to your agency to manage the approval process for the submission.
Notes	Information or instructions relevant to the submission.
On-Screen Website address	The website address that is displayed on the actual commercial, if available.
Category	The category of the product or service that the ad is advertising.
Submitted for	In addition to the traditional scheduled TV ads, Adway supports clearance for Video on-Demand for both script and video submissions. Video on-Demand is for advertising in and around programmes which can be seen when the viewer decides to. If this submission is *Linear and Video on-Demand*, submission sub-type (such as Standard, Teleshopping or Green button) will be displayed in parenthesis.

The *Latest Video* section on the video *Details* page contains the following fields:

Field Name	Description
File	The file name of the video or script. It is a combination of the actual name of the file and the file extension.
Script No	The identifying number of the script which is automatically created by Adway when the script is uploaded.
Status	Displays the status of the submission, for example, New.
Action Date	The date that the submission was either provisionally approved or had final action applied to approve the submission.
Transmission	The transmission date of the ad, which is set by the broadcaster.
	Click to open the script associated with the video, for example in Microsoft Word. If there is no associated script then the ***No associated script*** button is displayed.

Open associated script

The associated script is the script used for the video.

If there is no script for the video, then the No Associated Script button will be displayed.

To view the associated script:

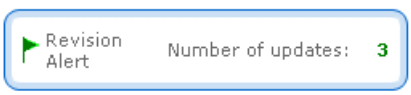
1. On the *Details* page (see Figure 25 on page 34), go to the *Latest Video* section and click the ***Open Associated Script*** button. The script associated with the video displays, for example in Microsoft Word.

The *Video Details* section on the *Details* page contains the following fields:

Field Name	Description
Clock Number	Displays the clock number, which is a unique alphanumeric identification number used to identify an advertisement and its creators/source (the advertising agency). It can be no longer than 15 characters.
Voice-Over Artists	The name(s) of person(s) who provided the voice(s) for the ad.
Music Title	The name or title of the music that is to be used in the ad.
Music Duration	The playing length in time (seconds) of the music.
Digital File To Upload	This check box is selected by default for agencies set up for digital delivery. If the check box is selected, you will be able to upload a video file over secure https protocol while creating a submission.
Visual Artists	The name(s) of the visual artist(s) that worked on the video.
Arrangers	The names of the music arrangers. A music arranger resets a musical composition for other instruments or voices or as another style of performance.
Composers	The name of the composer that composed the music that is to be used in the ad.
Rough Cut	The rough cut is the entire video in a continuous sequential order including the approximate running time before it is completed by the editor.
Ethnic (BAME) Featured Artist **Ethnic (BAME) Walk-on Artist**	Information on Ethnic artists (Black, Asian or Minority Ethnic groups - BAME) is being collected at the request of the IPA to track ethnic representation in commercials.

Revision Alerts

At the bottom of *Details* pages, the green flag icon also displays the number of changes that have been made:



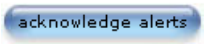
When an update is made to a submission, the *Revision Alert* flag is set.

- When Clearcast users update a submission the *Revision Alert* flag will be set for the agency.

- When agency users update a submission the *Revision Alert* flag will be set for the Clearcast users.

When an update is made to a submission, the updated fields in a submission will be highlighted in orange.

When a revised script or substantiation is added to a submission either by the agency or manually by a Clearcast user, the *Revision Alert* flag is set and the status of the submission is changed to *New*. The *In Progress* box shows scripts with the status of either *New* or *In Progress*.

When the *Revision Alert* flag is set, the ***Acknowledge Alerts*** button 

appears on the submission's *Detail* page. Clicking this button will reset the *Revision Alert* flag and return all the highlighted fields to normal.

Editing a submission's details

If you need to edit the details of a submission, you will need to contact Clearcast who will manually make any adjustments to the information details of the script or video submission.

Update script

If you need to update script file of a script submission, you can upload a new script file on the *History* tab of the submission *Detail*s page. Please refer to page 41 for more information.

COMMENTS

Viewing comments

To view the comments for a submission:

1. On the *Home* page (see Figure 9), click the ***Name*** of the script/video that you want to view. The *Details* page appears (see Figure 24 or Figure 25) with the *Comments* section (see Figure 26).

If the submission that you want to view is not available on the *Home* page, enter the name or clock number of the submission in the *Search* field and click the ***Search*** button, then select the submission from the search results.

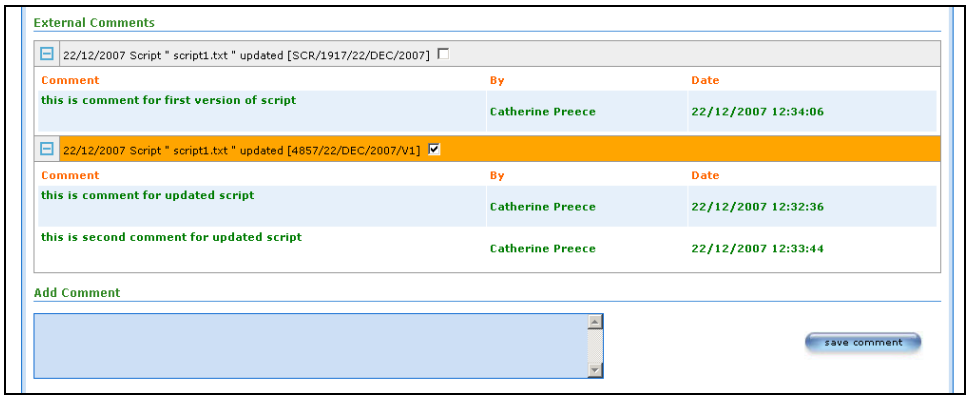


Figure 26 Submission Details page > Comments section

The *External Comments* section displays the comments that Clearcast and your agency users have entered for the submission. Comments correspond with versions of submitted script. You can click the ***Script*** expand/collapse button ⊞ to display the associated comments for that script. The list is sorted with the newest comments at the bottom for each version of the script.

Adding a comment

To add a comment to the submission:

1. On the *Home* page (see Figure 9), click the ***Name*** of the script/video that you want to add a comment to. The *Details* page is displayed with the *Comments* section (see Figure 24 or Figure 25).

If the submission that you want to view is not available on the *Home* page, enter the name or clock number of the submission in the *Search* field and click the ***Search*** button, then select the submission from the search results.

2. Click inside the *Add Comment* box (Figure 26) and enter your comment.
3. Click the ***Save Comments*** button. The comment is moved from the *Add Comment* box and appears in the *External Comments* section and will be visible to your agency users and Clearcast users.

SUBSTANTIATION

Substantiation is documentation of support that contains proof or evidence to verify claims in advertisements.

Adding substantiation

To add substantiation:

1. On the *Home* page (see Figure 9), click the ***Name*** of the submission that you want to add substantiation to. The *Details* page appears (see Figure 24 or Figure 25) the *Substantiations* and *Add Sub Doc* sections (see Figure 27).

If the submission that you want to add substantiation to is not available on the *Home* page, enter the name of the submission in the *Search* field and click the ***Search*** button, then select the submission from the search results.

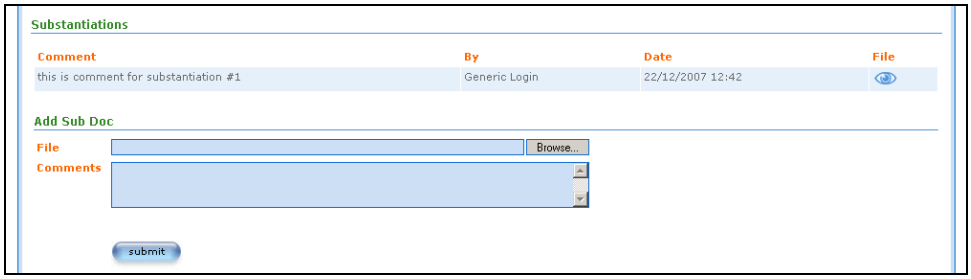


Figure 27 Submission Details page > Substantiation section

The *Substantiations* section on the *Details* page contains the following fields:

Field Name	Description
Comment	The comment text.
By	The name of the person who added the comment
Date	The date and time the comment was added.
File	Click the eye icon to the right of the substantiation to view the substantiation.

The *Add Sub Doc* section on the *Details* page contains the following fields:

Field Name	Description
File	Click the ***Browse*** button and select the substantiation file that you want to upload to the submission. The path to the file will be displayed in the *File* field.
Comments	Enter text for the substantiation or comments when there is no substantiation file to upload.

2. Click the ***Browse*** button and select the substantiation file that you want to upload to the submission. The path to the file will be displayed in the *File* field.
3. Enter the ***File Number*** for the substantiation.
4. Enter ***Text*** for the substantiation or comments when there is no file to upload.
5. Click the ***Submit*** button. The *Details* page is re-displayed with the substantiation added on the page (see Figure 27).

Viewing substantiation

To view substantiation

1. In the *Substantiation* section on the *Details* page (see Figure 27), click the eye icon to the right of the substantiation that you want to view. The *Substantiation* document displays, for example in Microsoft Word.

HISTORY

Script

The *History* page provides an up to date summary of all the work that has been done on the script submission so far. It shows the script details, all the past and current restrictions placed on the script and shows all comments added for the script submission. You can also view past and present scripts.

Viewing the history of a script submission

To view a script submission's history:

1. On the *Home* page (see Figure 9), click the ***Name*** of the script submission that you want to view. The *Details* page will be displayed (see Figure 24).

If the submission that you want to view is not available on the *Home* page, enter the name or clock number of the submission in the *Search* field and click the ***Search*** button, then select the submission from the search results.

2. Click the ***History*** tab. The *History* page will be displayed (see Figure 28).

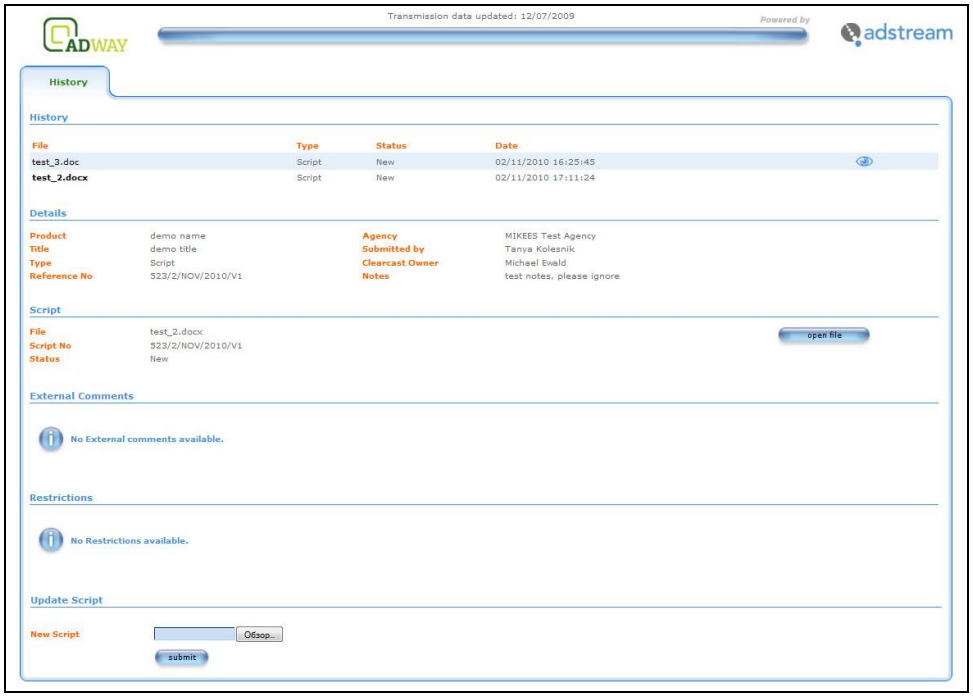


Figure 28 Script Submission > History page

The *History* page for a script contains the following sections:

- **History** – Lists the basic identifying information for the script. If there is more than one script file listed, click the file link to re-display the *History* details page with the details for that script.
- **Details** – Lists information about the script. For more information on the fields, please refer to page 32.
- **Script** – Lists the basic identifying information for the script. You can also open the script associated with the video. For more information, please refer to page 33.
- **External Comments** – Your agency's comments and Clearcast comments to your agency. For information on comments, please refer to page 38.

- **Restrictions** – Displays restrictions that Clearcast has added to the submission. Restrictions provide instructions to your agency and the broadcaster about the ad, such as when the ad can and cannot be transmitted.
- **Update Script** – Here you can upload newer version of the script.

The *History* section on the *History* page contains the following fields:

Field Name	Description
File	The name of the file. Click to display the details of the script on the *History* page where you can edit the script details.
Type	Indicates whether the submission is a video or script.
Status	The current status of the submission.
Date	The time and date the file was uploaded.
	Click to open the script and save it.

View the details of a script file

There can be any number of files that have been uploaded to a submission and you can view the details, restrictions and comments that have been added to a particular file.

To view the details of a file:

1. On the *History* page, click the name of the ***File*** in the *File* column. The *History* page is re-displayed with only the details for that particular file.

Update script

To view a script submission's history:

1. On the *Home* page (see Figure 9), click the ***Name*** of the script/video that you want to view (see Figure 24 or Figure 25).

If the submission that you want to view is not available on the *Home* page, enter the name or clock number of the submission in the *Search* field and click the ***Search*** button, then select the submission from the search results.

2. Click the ***History*** tab. The *History* page appears (see Figure 28).
3. On the *History* page, scroll down to the *Update Script* section, and click the ***Browse*** button to select a file from your computer.
4. After selecting the necessary file, click the ***Submit*** button. Your file will be uploaded to Adway, and will replace previously available version. Clearcast will be able to compare two most recent versions of the script.

When trying to upload a new version of the script, you may see a notification message informing that the script is under review. You will not be able to upload a new script file until the review is over. Please contact your Clearcast Executive for details.

Video

Viewing the history of a video submission

To view a video submission's history:

1. On the *Home* page (see Figure 9), click the ***Name*** of the video submission that you want to view. The *Details* page appears (see Figure 25).

If the submission that you want to view is not available on the *Home* page, enter the name or clock number of the submission in the *Search* field and click the ***Search*** button, then select the submission from the search results.

2. Click the ***History*** tab. The *History* page for the video appears (see Figure 29).

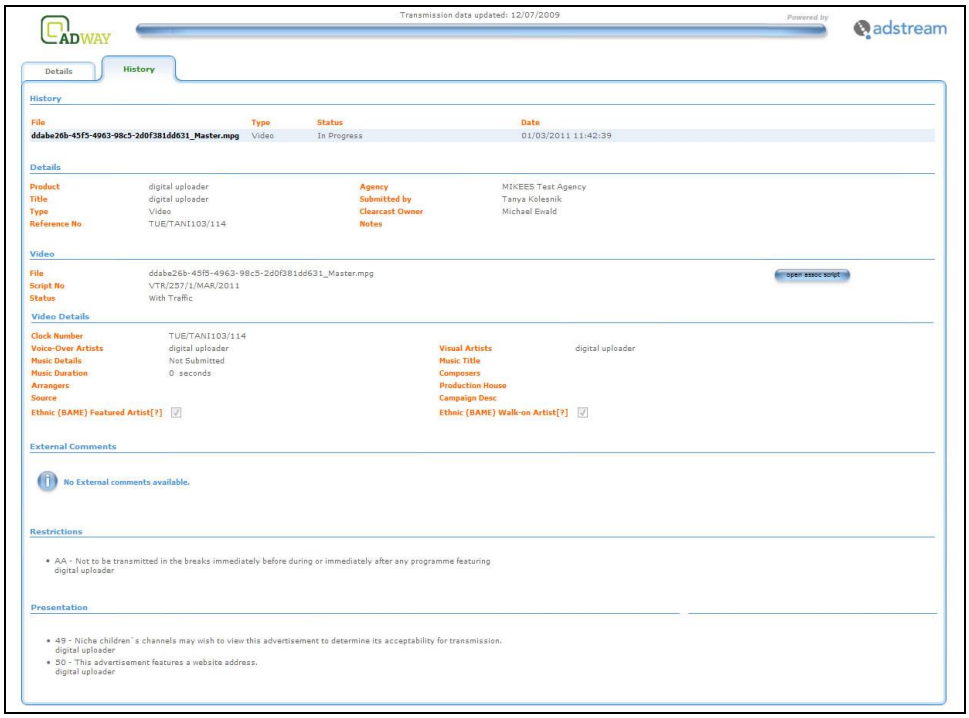


Figure 29 Video Submission > History page

The *History* page for a video submission contains the following sections:

- **History** – Lists the basic identifying information for the video. If there is more than one file listed, click the file link to re-display the *History* details page with the details for that file. For more information, please refer to page 43.
- **Details** – Lists information about the video. For more information, please refer to page 35.
- **Video** – Lists the basic identifying information for the video. You can also open the script associated with the video and play the video. For more information, please refer to page 36.
- **Video Details** – Lists information about the video. For more information, please refer to page 36.
- **External Clearcast Comments** – Your agency's comments and Clearcast comments to your agency. For information on comments, please refer to page 38.
- **Restrictions** – Displays restrictions that Clearcast have added to the submission. Restrictions provide instructions to your agency and the broadcaster about the ad, such as when the ad can and cannot be transmitted.
- **Presentations** – Displays presentations that Clearcast have added to the submission. For information on restrictions/presentations. Presentations provide special instructions to your agency and the broadcaster about transmitting the ad.

History

The *History* section displays the following fields:

Field Name	Description
File	The name of the file. Click to display the details of the file.

Field Name	Description
Type	Indicates whether the submission is a video or script.
Status	The current status of the submission.
Date	The time and date the file was uploaded.

View the history of a video submission

If there is more than one file listed in the history section, click the link of the file you want, to re-display the *History* details page with the details for that specific video submission.

To view the history of a file:

1. Click the name of the ***File*** you want to view from the *File* column. The *History* page is re-displayed with only the details for that particular video submission.

Video

The *Video* section on the *History* page lists the identifying information for the video. You can also open the script associated with the video.

Opening a script from the History page

To open a script:

1. On the *History* page (see Figure 28), click the name of the ***File*** you want to view from the *File* column. The *History* page is re-displayed with only the details for that particular file.
2. Click the ***Open associated script*** button in the *Video* section on the *History* page and the script will display, for example in Microsoft Word.

If there is no script available for the video submission, the No Associated Script button will display instead of the Open File button.